

## AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A ~~method~~, method comprising:  
inserting a live broadcast-related trigger code into a live broadcast program while the live broadcast program is being broadcast, the trigger code corresponding to web content, the web content relating to content of the broadcast program, the trigger code including one or more of audio tone sequences and video motion sequences specific to the live broadcast program;  
detecting the trigger code while the live broadcast program is being broadcast; ~~and~~  
automatically displaying a website having the web content upon detection of the trigger code, wherein the website is displayed simultaneously while the live broadcast program is being broadcast; and  
terminating the displaying of the website upon an occurrence of one or more of detection of another trigger code and expiration of a predetermined time period assigned to the website.
2. (Previously Presented) The method of claim 1, wherein the inserting of the trigger code into the broadcast program comprises inserting the trigger code into content of the live broadcast program, the trigger code is based on a predetermined criteria specific to the live broadcast program.
3. (Previously Presented) The method of claim 1, wherein the trigger code comprises an audio trigger having the audio tone sequences.
4. (Previously Presented) The method of claim 1, wherein the trigger code comprises a video trigger having the audio tone sequences and the video motion sequences.
5. (Currently Amended) A ~~method~~, method comprising:

providing web content relating to a live broadcast program while the live broadcast program is being broadcast;

providing a trigger event for a web device in the form of

a live broadcast-related trigger code associated with the web content, wherein the trigger code is inserted into the live broadcast program, the trigger code corresponding to the web content, the web content relating to content of the live broadcast program, the trigger code including one or more of audio tone sequences and video motion sequences specific to the live broadcast program; and

causing the web device, located sufficiently close to a receiving device to detect the trigger code when emitted by the receiving device while the live broadcast program is being broadcast, to automatically retrieve and present the web content simultaneously with the presentation of the live broadcast program by the receiving device by displaying a website having the web content, and further causing the web device to terminate the displaying of the website upon an occurrence of one or more of detection of another trigger code and expiration of a predetermined time period assigned to the website.

6. (Original) The method of claim 5, wherein the web device comprises a web tablet.
7. (Original) The method of claim 5, wherein the web device comprises a computer system.
8. (Original) The method of claim 5, wherein the receiving device comprises a television.
9. (Currently Amended) A ~~method~~, method comprising:

monitoring an output of a receiving device, that is receiving and presenting a live broadcast program, for a trigger in the form of a live broadcast-related trigger code that is inserted into the live broadcast program, the trigger code corresponding to web content, the web content relating to content of the live

broadcast program, the trigger code including one or more of audio tone sequences and video motion sequences specific to the live broadcast program; detecting the trigger code while the live broadcast program is being broadcast; in response to detecting the trigger code, determining a uniform resource locator (URL) of a website having web content associated with the trigger code in the live broadcast program; ~~and~~

synchronizing the web content to the live broadcast program without the need for user action by automatically retrieving and presenting the web content simultaneously while the live broadcast program is being broadcast by displaying a website having the web content; and

terminating the displaying of the website upon an occurrence of one or more of detection of another trigger code and expiration of a predetermined time period assigned to the website.

10. (Previously Presented) The method of claim 9, wherein the presenting of the web content comprises diversified presentation of the web content based on a predetermined criteria comprising time-based diversification and location-based diversification.
11. (Original) The method of claim 9, further comprising terminating the presentation of the web content based on the predetermined criteria.
12. (Currently Amended) A ~~system~~, system comprising:  
  
an insertion module to insert a live broadcast-related trigger code into a live broadcast program while the live broadcast program is being broadcast, the trigger code corresponding to web content, the web content relating to content of the live

broadcast program, the trigger code including one or more of audio tone sequences and video motion sequences specific to the live broadcast program;  
a broadcasting station to broadcast the live broadcast program;  
a receiver to detect the trigger code while the live broadcast program is being broadcast;  
and  
a web device to automatically display a website having the web content upon detection of the trigger code, wherein the website is displayed simultaneously while the live broadcast program is being broadcast, the web device is further to terminate the displaying of the website upon an occurrence of one or more of detection of another trigger code and expiration of a predetermined time period assigned to the website.

13. (Cancelled)
14. (Currently Amended) The ~~device interaction~~-system of claim 12, wherein the broadcasting station comprises one or more of a television network, a radio network, a cable provider/operator, a local broadcaster, a satellite system provider, and a content recorder.
15. (Currently Amended) The ~~device interaction~~-system of claim 12, wherein the receiver is further to receive the live broadcast program having the trigger code.
16. (Currently Amended) The ~~device interaction~~-system of claim 12, wherein the receiver comprises one or more of a set top box, a satellite dish, a television, a radio, a computer, a Compact Disk (CD) player, a cassette player, and a Digital Video Disk (DVD) player.

Claims 17-22 (Cancelled)

23. (Currently Amended) An article of manufacture comprising a ~~machine-readable medium~~ computer-readable memory having instructions which when executed, cause a ~~machine~~ computer to:

insert a live broadcast-related trigger code into a live broadcast program while the live broadcast program is being broadcast, the trigger code corresponding to web content, the web content relating to content of the live broadcast program, the trigger code including one or more of audio tone sequences and video motion sequences specific to the live broadcast program;

detect the trigger code while the live broadcast program is being broadcast; ~~and~~ automatically display a website having the web content upon detection of the trigger code, wherein the website is displayed simultaneously while the live broadcast program is being broadcast; and

terminate the displaying of the website upon an occurrence of one or more of detection of another trigger code and expiration of a predetermined time period assigned to the website.

24. (Previously Presented) The article of manufacture of claim 23, wherein the trigger code comprises an audio trigger having the audio tone sequences.
25. (Previously Presented) The article of manufacture of claim 23, wherein the code comprises a video trigger having the audio tone sequences and the video motion sequences.

Claims 26-30 (Cancelled)